



Atlantic Schools of Business
The Business of Knowledge / The Knowledge of Business

Sobey School of Business, Saint Mary's University 2016

46th Annual
Atlantic Schools of Business Conference

2016 Conference Program

Sobey School of Business
Saint Mary's University
Halifax, Oct. 21-23



ASB Conference Chairs (Presidents) and Locations

YEAR	CONFERENCE CHAIR (PRESIDENT)	UNIVERSITY SPONSOR
2016	Albert J. Mills Jean Helms Mills (2016-2017)	Saint Mary's University
2015	Basu Sharma (2015-2016)	University of New Brunswick
2014	William C. Murray Anthony Yue (2014-2015)	Mount Saint Vincent University
2013	Gabrielle Durepos (2013-2014)	St. Francis Xavier University
2012	John Rumsey (2012-2013)	Dalhousie University
2011	Wendy Carroll (2011-2012)	University of Prince Edward Island
2010	Jean Helms Mills (2010-2011)	Saint Mary's University
2009	Gerard Fillion (2009-2010)	Université de Moncton
2008	Lawrence Bauer (2008-2009)	Memorial University
2007	Ian Hutchinson (2007-2008)	Acadia University
2006	Peter Sianchuk (2006-2007)	Mount Allison University
2005	Basu Sharma (2005-2006)	University of New Brunswick [Held in Halifax]
2004	Ann MacGillivray ¹ (2004-2005)	Mount Saint Vincent University
2003	Nancy Chesworth	Mount Saint Vincent University
2002	Neil Maltby	St. Francis Xavier University
2001	Paul Dixon	Saint Mary's University
2000	Alex Faseruk	Memorial University

¹ The position of president was not introduced until following the 2004 conference, making Ann MacGillivray the association's first president.

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President's Welcome

The 46th Annual Atlantic Schools of Business Conference is being hosted this year by the Sobey School of Business, Saint Mary's University (Halifax) from Friday, October 21 to Sunday, October 23, 2016.

The theme of this year's conference is "**The Business of Knowledge / The Knowledge of Business.**" This year's theme speaks to the role of business education in the study and understanding of business, and to the role of business practice in shaping the character of education. Through the theme we hope to encourage a range of papers that expand our knowledge of business; critique the role of business in education; and/or explore the paradoxical relationships between the two.

Basu Sharma
2015-2016 ASB President

Message from the Conference Co-Chairs

Welcome to Halifax and the 46th Atlantic Schools of Business Conference hosted by the Saint Mary's University.

The Atlantic Schools of Business Conference continues to be one of the longest running business- focused academic conferences in Canada, celebrating the sharing of research at all stages of development around a wide breadth of topical areas. The supportive design of the conference and collegial nature of all those who attend have allowed us to foster a reputation that attracts scholars from well beyond the Atlantic regions year after year. As well, we continue to encourage students at all levels to engage in scholarly activities, from new-scholar research presentations and graduate student symposiums to the always-popular KPMG Student Case Competition.

Our focus this year is on 'The Business of Knowledge/The Knowledge of Business' to capture the paradoxes involved in understanding and teaching business and reflecting upon and critiquing the influence of business on business education. Our hope is that as participants in the 46th ASB conference present papers and discuss their specific areas of interest they reflect on the influence of business knowledge on their individual studies.

However, ASB is not only serious presentations and discussions it is about serious fun, a supportive environment and genuine networking opportunities (i.e., meeting and exchanging ideas with new people and old friends). Nowhere is this better represented in the person of our keynote speaker – Martin Parker. Martin is Professor of Organization and Culture at the University of Leicester School of Business in the UK. Appropriately he will be speaking on 'What is Business School Knowledge' and we can guarantee that he will be both educational and very humorous.

If history repeats itself, you will no doubt find this weekend to be enriching, energizing, and engaging. Likely, it will also go by too quickly! So be sure to take full advantage of every opportunity to connect with other participants, and enjoy the hospitality of the University of the Sobey School of Business.

We both wish you a rich and rewarding conference!

Albert J. Mills
Jean Helms Mills
ASB Co-Presidents, 2016-2017

Introducing the Atlantic Schools of Business

First held in 1971, “the Atlantic Schools of Business (ASB) conference is one of the longest- running organizations of its type in North America. Consisting of the schools of business from the four Atlantic Provinces (New Brunswick, Nova Scotia, Prince Edward Island, and Newfoundland-Labrador) the schools collaborate on matters of mutual concern. Each autumn, a regional conference is hosted by one of the schools on a rotating basis.” (Haddon & Mills, 2008).

According to one history¹, the seeds of ASB can be traced to a meeting of a small group of deans and directors from the region attending the opening ceremony for the new school of business at the University of Moncton in late 1964:

It was suggested by one and heartily agreed to by others that it would be beneficial to meet again, perhaps regularly, “to trade advice and stories”. Thus the seed was planted for the collaboration that became known as the Atlantic Schools of Business (ASB). The following year, in 1965, the first meeting took place (Haddon & Mills, 2008, p.4).

The first conference was held in 1971² and has been held every year since through an informal arrangement that saw the conference organization rotated across the different business schools. In 2005 the conference moved to a standing committee, involving representatives from at least one business school from each of the four regions. The following year, in 2006, the ASB History Project was established by the Sobey PhD Program and this has generated a series of histories, most of which have been presented at subsequent ASB conferences and can be found on the 2006, 2007, 2008, 2009, and the 2010 ASB Proceedings. Some of these ASB papers were subsequently published in the *Canadian Journal of Administrative Studies* (CJAS), including Genoe McLaren and Mills (2008); Long, Pyper and Rostis (2008); and MacNeil and Mills (2015). Last year SMU MBA student, Darryn Steeves wrote a history of the association for his Masters Research Project (MRP): *The Atlantic School of Business: A Critical History, 1980 to 1990* (available in SMU’s Patrick Power Library).

References

- Genoe McLaren, Patricia, & Mills, Albert J. (2008). "I'd Like to Thank the Academy": An Analysis of the Awards Discourse at the Atlantic Schools of Business Conference. *Canadian Journal of Administrative Sciences*, 25(4), 307-316.
- Long, Brad, Pyper, Rhonda, & Rostis, Adam. (2008). Constructing a Legitimate History: Crisis, Legitimacy, and the Atlantic Schools of Business Conferences. *Canadian Journal of Administrative Sciences*, 25(4), 295-306.
- MacNeil, Ryan T., & Mills, Albert J. (2015). Organizing a precarious black box: An actor-network account of the Atlantic Schools of Business, 1980-2006. *Canadian Journal of Administrative Sciences*, 32(3), 203-213.

¹ In the spirit of encouraging multiple histories (see Mills & Durepos, 2010), we would stress that this is but one of several possible accounts of ASB.

² Apart from the year—1971—we do not have any information on where or when this conference was held and would appreciate any clues that people can send us: contact Albert Mills (ASB History Project) albert.mills@smu.ca.

Conference Team

The 46th Atlantic Schools of Business Conference has been coordinated by the following team:

Conference Co-Chairs: Albert J. Mills and Jean Helms Mills (SMU)

Proceedings Chair: Karen Grandy (SMU)

Program Chair: Heidi Weigand (SMU)

Conference Web Master: Ian Feltmate (Acadia University)

Awards Chair: Terrance Weatherbee

Treasurer: Daphne Rixon

Local Organizing Committee Members: Nick Deal and Ellen Schaffner

Track Chairs (Local/international)

Accounting	Larry Corrigan (SMU)/ Abdullah Iqba (U. Kent)
Business Communications	Judy Roy (UNB)/Elaine Ritch (Glasgow Caledonian U)
Business and Organizational History	Gabrielle Durepos (StFx)/Bill Cooke (York U)
Cooperatives/Solidarity Economy	Daphne Rixon (SMU)/David Jacobs (Morgan State)
Embryo and Case Track	Robert MacDonald (Crandall U.)
Entrepreneurship	Claudia DeFuentes (SMU)/ Oscar Javier Montiel Mendez, (UACJ); David Higgins (Liverpool U.)
Ethics and Social Issues	Mark Fuller (StFx)/Michael Roy (Glasgow Caledonian U.)
Finance	Ann MacGillivray (MSVU)/Neil McHugh (Glasgow Caledonian U.)
Gender & Diversity	Ed Ng (Dal)/Jawad Syed (Huddersfield U.)
HR/IR	Heidi Weigand (SMU)/George Tsogas (Birkbeck).
Leadership	Chantal Hervieux (SMU)/ Rosemary McGowan (WLU)
Management Education	Shawn Cleary (MSVU)/David Jones (Robert Gordon U.)
MIS	Jean-Pierre Booto Ekionea (U de M).
Marketing	Karen Blotnicky (MSVU)/Shekhar Singh (Symbiosis Int. U)
OB/OT	Ali Ahmadsimab (SMU)/Steffen Roth (Rennes)
Open Stream	Chris Hartt (Dal)
Strategy	Alidou Ouedraogo (UdeM)
Student Case Competition	Karen Lightstone (SMU)
Doctoral Consortium	Terrance Weatherbee (Acadia)/Ajnesh Prasad (Royal Roads)

This year our international track chairs came from France, India, Mexico, the UK, and the USA.

ASB Executive 2015-2016

President Conference Awards

Past President

2016 Conference Chairs

2017 Conference Chair

Vice President Communications

Executive Director

Treasurer

Web Master

Member at Large

Member at Large

Member at Large

Member at Large

Basu Sharma (UNB)

Anthony Yue (MSVU)

Jean Helms Mills (SMU)

Albert J. Mills (SMU)

Donna Sears (Acadia)

Terrance G. Weatherbee (Acadia)

Gabrielle Durepos (MSVU)

Daphne Rixon (SMU)

Ian Feltmate (Acadia)

John Fiset (MUN)

Shamsud Chowdhury (DAL)

Alidou Ouedraogo (UdeM)

Gary Evans (UPEI)

Conference Awards

This year there will be seven awards presented at the Awards Dinner on the Saturday Evening:

- **Best Paper** – a plaque and a total of \$250 will be presented to the author(s) of the paper judged to exemplify the best in business research in terms of clarity of focus and argument, research design and application. [This award is open to any participant]
- **Best Student Paper** - a plaque and a total of \$250 will be presented to the student author(s) of the paper judged to exemplify the best in business research in terms of clarity of focus and argument, research design and application. [This award is only open to papers authored solely by a student or students.]
- **Best Case** - a plaque will be presented to the author(s) of the paper judged to exemplify the best in business case research in terms clarity of the case's focus and pedagogical value. [This award is open to all case participants].
- **Research Excellence Award** – a plaque will be presented to the Dean, Director or designate of a business school that has successfully submitted the largest number of papers, cases, and/or developmental papers. [The award is based on the number of (first or lead) authors on any successful submission from a given business school].
- **Best Overall Research Productivity Award** - a plaque will be presented to the Dean, Director or designate of a business school that has successfully submitted the largest ratio of submissions (papers, cases, and/or development papers) per faculty member. [The award is based on the number of (first or lead) authors on any successful submission from a given business school divided by the school or department's full-time faculty in the year of the award]
- **ASB Award of Excellence** – this is a new ASB award to honour individuals who have demonstrated “outstanding service to business scholarship,” in particular, by playing a leading role in building, developing and/or maintaining the Atlantic Schools of Business. [The award is decided once a year by the ASB Executive at its spring meeting, and awarded at the annual conference. Nominations are open to all recent and past participants in an ASB conference, except serving members of the ASB Executive at the time of the award decision]. The first recipient of the award is Ann MacGillivray of Mount Saint Vincent University. The second recipient is Peter Sianchuk of Mount Allison University (see page 9). Subsequently one award of excellence will be presented at the annual conference.

ASB AWARD OF EXCELLENT RECIPIENTS

Ann MacGillivray – Mount Saint Vincent University (first award winner)

Ann has been a participant in Atlantic Schools of Business (ASB) conferences since the early 1980s. Over the years she presented a number of papers at ASB (often co-authored with colleagues). Her papers include:

- ‘Selection Criteria for an optional co-operative education programme’ (1988, U de M).
- ‘Accounting Students: Examining Relationships Between Cognitive Styles and Cognitive Skills and Cognitive Styles and Task Preferences’ (2000, MUN)
- ‘Managing commercialization within the academy: a case study at Mount Saint Vincent University’ (2001, SMU)
- ‘Ownership and the Accounting Classification of Member Shares: Characteristics of Canadian credit union member-owner shares’ (2008, MUN)
- ‘Practicing Lawyers in Nova Scotia: Cognitive Style and Preferences for Practice’ (2012, DAL).
- ‘Provincial government financial reporting’ (2015, UNB).

As well as presenting papers, Ann has consistently played a leadership role in ASB. In 1984 she co-hosted (with John Pliniussen) the 14th annual conference – held at Mount Saint Vincent University. At the 1988 (U de M) conference she was one of the people thanked in the proceedings for contributions made for “organizing paper sessions and the general activities of the conference or offering their service as chairpersons.” In the 1992 conference proceedings (StFx) Ann is thanked for reviewing but it was in the new century, twenty years after she first hosted a conference that Ann served again as the conference chair of the 2004 conferences. Indeed, it is not only her long service to ASB that inspired us to present her with the Award of Excellence but the fact that her willingness to host the 2004 conference in the face of dwindling interest may well have saved ASB from sudden death. It was at that 2004 conference that Ann went on to embrace the development of a standing coordinating body for the conference – formalizing the ASB into an Association. Following that decision, Ann went on to serve as the association’s first President from 2004 to 2005, and the its Past President the following year.

Peter Sianchuk – Mount Allison University (2016 award winner)

Peter's journey with ASB began in the late 1980s. He has since played several roles in the association over time, including presenter (e.g., 2000, MUN; 2009, U de M), reviewer (e.g., 1991 – SMU; 1993 – UNB/ UNBSJ; 2001 – SMU) and leadership roles at various conferences. Peter's presentations include:

- The Fear Factor in High Technology Product Usage, Proceedings of Atlantic Schools of Business (ASB) 23rd Annual Conference, Saint John, New Brunswick, November, 1993, pp. 291-298.
- Gender Based Perceptual Differences in Evaluating the Credibility of Celebrity Athlete Product Endorsers, with Jill Sadler, Proceedings of Atlantic Schools of Business Conference, St. John's, NF, November 9 - 11, 2000, pp. 165 - 174.
- Integrating e-marketing into the Business Curriculum, invited panelist at the Atlantic Schools of Business Conference, Saint Mary's University, Halifax, NS, November 16, 2002.
- Product Evaluations and Shopping Involvement as Antecedents of Service Quality, with Gordon Fullerton, Saint Mary's University, Proceedings of Atlantic Schools of Business Conference, Université de Moncton, Moncton, New Brunswick, October 2009, p.633.
- Bulk Barn in Moncton, with Gordon Fullerton, Saint Mary's University, Presentation at Atlantic Schools of Business Conference, Saint Mary's University, Halifax, Nova Scotia, October 2010.
- The Changing Role of the Record Label – Future Directions for Musicians and the Companies Who Market Their Work, with Rachael Anderson, Presentation at Atlantic Schools of Business Conference, Mount Saint Vincent University, Halifax, Nova Scotia, October 2014.

In 2004 Peter joined the newly established ASB Executive and, with Ann MacGillivray (MSVU) and Basu Sharma (UNB), helped to anchor the fledgling executive; offering experience and deep knowledge of the association. Peter also played a key role in supporting the idea of a standing committee of ASB and in 2006 went on to serve as conference chair. The following year he became the association's third president. Peter served on the ASB Executive for eleven years until 2015, offering advice and help to no fewer than 11 in-coming conference chairs.

The Doctoral Consortium

Theme: On Becoming an Academic?

Date: 21 October 2016

Moderator: Terrance G. Weatherbee

Time:

Lunch: 12:00-1:00pm (L274)

Sessions: 1:00 - 4:30pm (L274)

Session 1: Research Strategies: European and North American Perspectives

Presenters: Kevin Kelloway and Bill Cooke

Session 2: Academic Identity and Alternatives in a 'Publish or Perish' World!

Presenters: David Jacobs, Isabelle Krysa, Rosemary McGowan, and Conor Vibert.

Coffee Break:

Session 3: Me, Myself and I: Finding Questions in a Complex World

Presenter: Martin Parker

Moderator: Terrance G. Weatherbee

Terrance Weatherbee is Professor of Management and holder of the Manning Chair in Business at the F.C. Manning School at Acadia University. He had 20 years of experience as a manager in both private and public sector organizations before engaging in a radical career shift by completing a PhD and entering academia. His research interests are broadly centered on organizations and are grounded in critical and institutional perspectives. His most recent work focuses on historiographic processes and how organizations and institutions use history. He is currently studying an emerging regional wine sector and how wineries are creating and using 'history' for strategic decision making and marketing purposes..

Presenter Bios

Bill Cooke is Professor of Strategic Management in The York Management School in the United Kingdom. His work on management and organizations is published widely in both texts and articles. He led the Critical Management Studies Interest Group of the US Academy of Management to Division status and was Vice-Chair, Research and Publication of the British Academy of Management for the calendar years 2014-5. He is currently the Research Director for the York Management School.

David Jacobs is a Professor at the Earl Graves School of Business Morgan State University in Baltimore, Maryland, USA. His research on organizations and work has been published extensively in numerous texts and articles including *Personnel Today*, the *Academy of Management Review*, *Journal of Management Inquiry*, and the *Academy of Management Learning and Education Journal*.

E. Kevin Kelloway is a Professor at Saint Mary's University, Halifax, Nova Scotia, Canada. He holds a Canada Research Chair in Occupational Health Psychology and is a prolific researcher. His work in the area of management and the psychology of work in organizations has been published in over 150 articles, texts and technical reports. He is a fellow of numerous

Psychological Societies and has editorial responsibility for several journals.

Isabella Krysa is Assistant Professor of Management at the Vancouver campus of Fairleigh Dickinson University. She earned her Ph.D. at Saint Mary's University in December 2015. Her research interests are in organizational history, societal discourses and workplace diversity. In her research on diversity in the workplace, Isabella focuses on identifying systemic barriers of minority populations in the workplace and finding solutions to create inclusive organizations.

Rosemary A. McGowan is an Associate Professor in the Lazaridis School of Business and Economics at Wilfrid Laurier University (WLU). She is an award-winning case writer and is a strong supporter of case-based teaching and leadership education. Her research focuses on discursive practices evident in a range of contexts. She is an academic reviewer for a number of journals and was recently appointed to the Editorial Review Board of *Equality, Diversity and Inclusion: An International Journal*. She also serves as the Vice-Chair of the Research Ethics Board at WLU.

Martin Parker is a Professor of Organization and Culture in the School of Management at the University of Leicester, United Kingdom. His research takes a very broad view to the subjects of management, organizations, and culture approaching them from critical, anthropological and sociological perspectives in a search for alternatives. He is a prolific author with his work published in numerous texts, text chapters, and articles.

Conor Vibert is a Professor of Management at the F.C. Manning School of Business, Acadia University, Wolfville, Nova Scotia, Canada. In addition to having his work on management education published in both texts and articles, he has significant experience with development of educational tools for teaching management topics. Currently, he is the co-developer of CASENET, a video learning system published by Wiley.

Keynote Speaker: Martin Parker

Martin Parker is Professor of Organization and Culture at Leicester University in the UK. From 2008 to 2012 he was joint Editor in Chief of the journal *Organization*.



Research Interests

Professor Parker's research and writing is an attempt to widen the scope of what can be properly covered by the business school, whether in terms of particular sorts of organizations (the circus, the worker co-op, Apollo space programme or whatever), or ways of representing organizing (in art, cartoons, films etc.). His recent writing has been about 'alternative' organization in two senses. One is work on co-operatives, worker self-management, alternative finance and so on. The other is on different ways of thinking about what 'organization' means, so he has written about angels, shipping containers, art galleries, as well as a book on outlaws. He is also very interested in how academics write, and how they might cultivate new audiences for their ideas. He plans for the next few years include a book on what is wrong with the Business School for Pluto Press, as well as pieces on the history of zoos, comic book villains and James Bond. A full listing of his publications can be found on his personal website at <https://sites.google.com/site/martinparker1962/Home>

The author of several books, Martin Parker's more recent works include *Daniel Defoe and the Bank of England: The Dark Arts of Projectors* (Zer0 Books, 2016); *The Routledge Companion to Reinventing Management Education* (2016); *Fighting Corporate Abuse: Beyond Predatory Capitalism* (Pluto Press, 2014) and *Alternative Business: Outlaws, Crime and Culture* (Routledge, 2012).

Martin will speak at the ASB lunch on Saturday, October 22. The focus of his talk is, appropriately, titled 'What is Business School Knowledge?' where he plans to talk about capitalism and its alternatives.

Events at a Glance

Friday, October 21, 2016

12:00-1:00 pm	Lunch L274
1:00-4:30 pm	Doctoral & Early Career Consortium L274
3:00-3:30 pm	Nutrition Break <i>Sobey Building Foyer</i>
3:30 -5:00 pm	ASB Executive Meeting SB 153
5:00-7:00 pm	Registration Desk Sobey Building Foyer
5:30-7:00 pm	Conference Welcome Reception <i>Sobey Building Foyer</i>

Saturday, October 22, 2016

8:15am – 5:00pm	Registration Desk <i>Sobey Building Foyer</i>					
8:15 - 9:00 am	Buffet Breakfast <i>Loyola Conference Hall</i>					
9:00-10:30 am	HR/IR H. Weigand <i>Room</i> <i>L271</i>	Business and Organizational History Session I G. Durepos <i>Room</i> <i>L 273</i>	Accounting L. Corrigan <i>Room</i> <i>L 274</i>	Symposium Ethics M.Fuller <i>Room</i> <i>L 275</i>	Management Education E. Shaffner <i>Room</i> <i>L 276</i>	Case Competition R.MacDonald <i>Room</i> <i>L 280</i>
10:30 -11:00 am	Nutrition Break <i>Loyola Conference Hall</i>					
11:00 -12:15 pm	Open Session I C. Hartt <i>Room</i> <i>L271</i>	OB/OT A.AhmadSimab C. Hartt <i>Room</i> <i>L 273</i>	MIS J.P Booto Ekionea <i>Room</i> <i>L 274</i>	Textbook Publisher Nelson Info Session M. Vacon <i>Room</i> <i>L 275</i>	Symposium Management Education G. Durepos <i>Room</i> <i>L 276</i>	No Session

Saturday, October 22, 2016

Events at A Glance

12:15 - 1:30 pm	Buffet Luncheon & Keynote Speaker - Martin Parker <i>Loyola Conference Hall</i>				
1:30 - 2:45 pm	Business and Organizational History Session II G. Durepos <i>Room L271</i>	Ethics M. Fuller <i>Room L 273</i>	Communication J. Roy <i>Room L 274</i>	Finance Session I A. MacGillivray <i>Room L 275</i>	No Session
2:45 – 3:15 pm	Nutrition Break <i>Loyola Conference Hall</i>				
3:15 – 4:45 pm	Management Education N. Deal <i>L271</i>	Entrepreneurship C. De Fuentes <i>Room L 273</i>	GDO E. Shaffner <i>Room L 274</i>	Symposium Business and Organizational History G. Durepos <i>Room L 275</i>	Symposium Finance A. MacGillivray <i>Room L 275</i>
6:00 - 7:00 pm	Evening Reception <i>Loyola Conference Hall</i>				
7:00 - 9:00 pm	Awards Dinner <i>Loyola Conference Hall</i>				

Sunday, October 23, 2016

8:00 – 10:15 am	Registration Desk <i>Sobey Building Foyer</i>		
8:00 - 9:00 am	Buffet Breakfast & Annual General Meeting (8:30) <i>Loyola Conference Hall</i>		
9:00 -10:15 am	Leadership C. Hervieux / R. McGowan <i>Room L271</i>	Finance Session II A. MacGillivray <i>Room L 273</i>	Open Session II C. Hartt <i>Room L 274</i>
10:15-10:45 am	Nutrition break <i>Loyola Conference Hall</i>		
10:45-12:00 pm	Strategy A. Ouedraogo <i>Room L271</i>	Marketing K. Blotnicky <i>Room L 273</i>	No Session

Saturday, October 22, 2016: 9:30-10:45

Human Resource / Industrial Relations (Chair – Heidi Weigand)	
Examining HR interventions for sexual harassment in the workplace: A quasi-systematic review of the research evidence.	Marla Grady, Jacob Che, Lisa Gibbs, Jennifer Spearman, Laurie Marchbank
What employees want from their employers: Preferences for Organizational Culture and Promotions Systems.	Stefan Litz and Hermann Lassleben
What are they saying about me? Gossip and Goal Setting	Anthony Yue, Chris Hartt, and Corey Sigvaldason
The relative age effect: Is systemic discrimination by birthdate affecting the success on youth in soccer?	Heidi Weigand, Shannon Webb, and Terry Wagar
Business and Organizational History Session I (Chair – Gabrielle Durepos)	
Reassembling the Canadian seal hunt debate using non-corporeal actants to respect the connections between Inuit and the seal.	Shelley Price, Chris Hartt, Megan Baker
In praise of fragmentation in historical organization studies	Gabrielle Durepos
Getting down and dirty: Microhistory from the Anti-History perspective	Albert Mills
From politician to pioneer: revealing, reclaiming and rewriting Mackenzie King into Management.	Terrance Weatherbee
Accounting (Chair – Larry Corrigan)	
Examining the Disciplinary Process of Ontario Chartered Accountants: Does the Punishment Fit the Crime?	Leslie J. Wardley, Valorie M. Leonard, Derrick Hayes, and Charles H Bélanger
LA COMPTABILITÉ PAR ACTIVITÉS : quel est le bilan pour les grandes entreprises canadiennes après plus de vingt-cinq ans de débats ?	Donatien Avelé,, Yves Robichaud, and Egbert McGraw
Pertinence des bénéfices et des capitaux propres suite à la transition comptable au Canada : effet de la juste valeur	Mohamed Zaher Bouaziz, Sébastien Deschênes,,and Miquel Rojas
The relevance to investors of greenhouse gas emission disclosures from crude petroleum extractions firms in Canada	Carol Pomare, David H. Lont, Christophe Lejard, and Craig Brett,
Symposium: Ethics (Chair – Mark Fuller)	
“Responsible Management: Moving Beyond Early Adopters”. The symposium discusses the key drivers and barriers to the adoption of responsible management practices (triple bottom line, stakeholder value maximization, moral excellence) for a greater number of organizations.	Cedric Dawkins and Margaret McKee
Management Education Session I (Chair – Ellen Shaffner)	
Avoiding the scrooge stereotype	Bui Peterson
Teaching with purposeful methodologies and situation relevance in business school classrooms: A strategic management example	Michael Skipton and Mary Furey
A situation strategic management approach to case analysis: classroom methodology for improving students’ situation-analytical and critical thinking	Michael Skipton and Mary Furey

The Business of Knowledge/The knowledge of Business

The existential student: towards a model of student success	Scott MacMillan and Anthony Yue.
Case (Chair - Robert MacDonald)	
CONGREGATIONAL POLITY OR CORPORATE STRUCTURE? GOVERNANCE CONSIDERATIONS AT THE PETITCODIAC BAPTIST CHURCH	Robert A. MacDonald and Sydney Constantine
LICKETY SPLIT ICE CREAM SHOP (A): INVESTIGATING FORMS OF BUSINESS OWNERSHIP	Robert A. MacDonald
LICKETY SPLIT ICE CREAM SHOP (B): EXPLORING THE BREAK-EVEN ANALYSIS	Robert A. MacDonald
LICKETY SPLIT ICE CREAM SHOP (C): INTRODUCING THE MANAGEMENT OF HUMAN RESOURCES	Robert A. MacDonald
OUGH TRADE: BIG ROCK BREWING COMPANY INC. AND THE CANADIAN BREWING INDUSTRY	Jennifer Alex, Mark MacIsaac, and Neil Maltby

Saturday, October 22, 2016: 11:00-12:15

Open Session I (Chair – Chris Hartt)	
YMCA: Stories of Beginnings	Scott MacMillan
Behind repatriation distress: a Lacanian perspective.	Paolo Dal Bo
Cost Savings in Multi Echelon Multi Capacitated Supply Chain Network Design Through Increased Flexibility	Sahand Ashtab
OB / OT (Chair – Ali Ahmadsimab)	
"Management, and function: A research agenda on the next key factors in business research"	Steffen Roth
"The practice of best practices"	Jean-Sebastien Guy
"An Empirical Investigation Into Knowledge Management In Pakistani Think Tanks"	Sammar Javed
"The Ultimate Fighting: Towards an A-Modern Approach to Selfhood in Organizations"	Caterina Bettin
Management Information Systems (Chair – Jean-Pierre Booto Ekionea)	
An overview of transportation modes in Cape Breton Island	Saman Hassanzadeh Amin and George Karaphillis
La gestion des connaissances et la performance organisationnelle : vers la validation d'un modèle d'alignement stratégique	Jean-Pierre Booto Ekionea and Gérard Fillion
Optimization of a pallet closed-loop supply chain network in Nova Scotia	Saman Hassanzadeh Amin and George Karaphillis
Textbook Publisher Information Session: <i>Nelson</i> M. Vacon	

Saturday, October 22, 2016: 1:30-2:45

Business and Organizational History Session II (Chair – Gabrielle Durepos)	
A reflexive critique of a critical hermeneutics analysis of Wu Zetian	Tianyuan Yu and Albert Mills
Intersectionality at Quantas: Exploring the historical accounts of Sir Hudson Fysh Satus	Ellen Shaffner
Ethics (Chair – Mark Fuller)	
Social Movements, Advocacy & Social Networking Sites: WestJet as a Case for Social Movement Success	Alyssa Simon
Ethical orientation of undergraduate students: Preliminary findings from an Atlantic Canadian university	Mallika Das and Elsie Henderson
Communication (Chair – Judy Ann Roy)	
“Are you a man?”: The implied reader in Canadian Business magazine.	Karen Grandy
Making sense of NB Power’s energy efficiency change: will customers get on board?	Carmel Teasdale and Amy Thurlow
Finance Session I (Chair – Ann MacGillivray)	
On the effectiveness of financial literacy education: Evidence from the Investor Education Fund	Andrew Carrothers
Estimating Equity Market Volatility using Asymmetric Models: Evidence from The Toronto Stock Exchange	Richard Watuwa and Joyline Makani
Brokerage and Proprietary Trading: Case of MF Global	K.G. Grant

Saturday, October 22, 2016: 3:15-4:45

Management Education Session II (Chair – Nick Deal)	
M-learning in an undergraduate business program: A disconnect between recruitment and promises and reality?	Leslie Wardley, Lorraine Carter and Gina, D’Antonio
Development of professional competencies among undergraduate university students of the Faculté d’administration de l’Université de Moncton	Monique Levesque, Melanie Fournier, and Stephanie Maillet
Disruptive technologies and business education	Gary Evans
Replicating Symons’ study of women’s representations in business school case: A content analysis of an EMBA program case studies.	Jennifer Bennett and Wendy Carroll
Entrepreneurship (Chair – Claudia De Fuentes)	
Trust, Family, and Networks: Why do some family businesses stay and others go	Albert James, Bill Foster, and Binod Sundararajan

The Business of Knowledge/The knowledge of Business

Attributes of Socially Entrepreneurial Organizations and Linking Them to Performance	Annika Voltan, Chantal Hervieux, and Claudia De Fuentes
“Led by Entrepreneurs”: From student-centered design to a student-led ecosystem at Acadia University	Ryan MacNeil and Samantha Sproule
Wither on the vine? Testing the robustness of Nova Scotia’s wine industry innovation system	Ryan MacNeil and Claudia De Fuentes
Gender & Diversity (Chair – Ellen Shaffner)	
Respecting Turtle Island: Indigeneity in Research	Chris Hartt and Shelley Price
Representations of immigrants in the Canadian news media	Isabella Krysa and Albert Mills
Female CEOs constructing and challenging the gender order in Mexico	Salvador Barragan, Albert Mills, and Mariana Ines Paludi
Intersectionality: A paradigm, a metaphor, a tool for analysis...OH MY!	Stefanie Ruel
Symposium: Business and Organizational History (Chair – Gabrielle Durepos)	
Doing Historical Organization Studies: Opportunities and Challenges	Albert Mills and Gabrielle Durepos
Symposium: Finance (Chair – Ann MacGillivray)	
The Case for Revamping Investment Curriculum in Atlantic Schools of Business: A Behavioural and Value Investing Perspective	Eben Otuteye and Mohammad Siddiquee

Sunday, October 23, 2016: 9:00-10:15

Leadership (Chairs – Chantal Hervieux and Rosemary McGowan)	
"Back to the future" - An emerging model of post-contemporary leadership	Thomas Mengel
Motivation matters: Does leader motivation predict leader well-being and performance?	Stephanie Gilbert
Finance Session II (Chair – Ann MacGillivray)	
What if one Regional Housing Market Collapses in Canada?	Vihay Kumar Vishwakarma
A Critical Assessment of the Contribution of Modern Portfolio Theory and Asset Pricing	Eben Otuteye and Mohammad Siddiquee
Open Session II (Chair – Chris Hartt)	
Eskasoni Cultural Journeys: A community-led approach to sustainable tourism development	Patrick T. Maher, Stephanie MacPherson, Janice Esther Tulk, Mary Beth Doucette, and Tracy Menge
Community Service Learning: the Community Partner Perspective	Leighann C. Neilson, and David Stuewe
Universities and Regional Development: Cultivating Nova Scotia’s Knowledge Economy	Patrick Visintini and David Stuewe

Sunday, October 23, 2016: 10:45 – 12:00

Strategy (Chair – Alidou Ouedraogo)

The Business of Knowledge/The knowledge of Business

Out of Africa? Locational determinants of South African Cross-Border Mergers and	Amar Anwar
Marketing (Chair – Karen Blotnick)	
The Directional Impact of Attribute Contagion: It Just All Depends on How You Look	Wenxia Guo, and Thomas Kramer
Perceived Risk in the Process of Retail Shopping	Elaine MacNeil
Hedonic Consumption Experiences and the Marketing Mix in Wine Tourism	Terrance Weatherbee and Donna Sears

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